

# Index: Volume 28

## Index by Author

Barnes, Louis B. and Mark P. Kriger  
*The Hidden Side of Organizational Leadership*  
Fall 1986, Vol. 28, No. 1, pp. 15-25

Bartlett, Christopher A. and Sumantra Ghoshal  
*Managing across Borders: New Strategic Requirements*  
Summer 1987, Vol. 28, No. 4, pp. 7-17

Bernardin, H. John and Richard W. Beatty  
*Can Subordinate Appraisals Enhance Managerial Productivity?*  
Summer 1987, Vol. 28, No. 4, pp. 63-73

Dearden, John  
*The Withering Away of the IS Organization*  
Summer 1987, Vol. 28, No. 4, pp. 87-91

de Kluyver, Cornelis A. and Edgar A. Pessemier  
*Benefits of a Marketing Budgeting Model: Two Case Studies*  
Fall 1986, Vol. 28, No. 1, pp. 27-38

Farley, John U., Barbara Kahn,  
Donald R. Lehmann, and William L. Moore  
*Modeling the Choice to Automate*  
Winter 1987, Vol. 28, No. 2, pp. 5-15

Gelb, Betsy D. and Gabriel M. Gelb  
*New Coke's Fizzle—Lessons for the Rest of Us*  
Fall 1986, Vol. 28, No. 1, pp. 71-76

Ghoshal, Sumantra and Seok Ki Kim  
*Building Effective Intelligence Systems for Competitive Advantage*  
Fall 1986, Vol. 28, No. 1, pp. 49-58

Hammer, Michael and Glenn E. Mangurian  
*The Changing Value of Communications Technology*  
Winter 1987, Vol. 28, No. 2, pp. 65-71

Haspeslagh, Philippe C. and David B. Jemison  
*Acquisitions—Myths and Reality*  
Winter 1987, Vol. 28, No. 2, pp. 53-58

Hrebiniak, Lawrence G. and William F. Joyce  
*The Strategic Importance of Managing Myopia*  
Fall 1986, Vol. 28, No. 1, pp. 5-14

Joy, O. Maurice  
*Hunting the Stock Market Snark*  
Spring 1987, Vol. 28, No. 3, pp. 17-24

Kim, W. Chan  
*Competition and the Management of Host Government Intervention*  
Spring 1987, Vol. 28, No. 3, pp. 33-39

La Belle, Antoinette and H. Edward Nyce  
*Whither the IT Organization?*  
Summer 1987, Vol. 28, No. 4, pp. 75-85

Lele, Milind M.  
*How Service Needs Influence Product Strategy*  
Fall 1986, Vol. 28, No. 1, pp. 63-70

Lieberman, Marvin B.  
*Strategies for Capacity Expansion*  
Summer 1987, Vol. 28, No. 4, pp. 19-27

Liker, Jeffrey K., David B. Roitman, and  
Ethel Roskies  
*Changing Everything All at Once: Work Life and Technological Change*  
Summer 1987, Vol. 28, No. 4, pp. 29-47

Lorange, Peter and Robert T. Nelson  
*How to Recognize—and Avoid—Organizational Decline*  
Spring 1987, Vol. 28, No. 3, pp. 41-48

Lucas, Henry C., Jr.  
*Utilizing Information Technology: Guidelines for Managers*  
Fall 1986, Vol. 28, No. 1, pp. 39-47

McGowan, William G.  
*What Business Are We Really In? The Question Revisited*  
Fall 1986, Vol. 28, No. 1, pp. 59-62

Meredith, Jack R. and Marianne M. Hill  
*Justifying New Manufacturing Systems: A Managerial Approach*  
Summer 1987, Vol. 28, No. 4, pp. 49-61

Oliva, Terence A., Diana L. Day, and  
Wayne S. DeSarbo  
*Selecting Competitive Tactics: Try a Strategy Map*  
Spring 1987, Vol. 28, No. 3, pp. 5-15

Sloan  
Management  
Review

85

Fall 1987

## Index

# 86

Volume 28

Quelch, John A., Scott A. Neslin, and  
Lois B. Olson  
*Opportunities and Risks of Durable Goods  
Promotion*  
Winter 1987, Vol. 28, No. 2, pp. 27-38

Samli, A. Coskun, Kristian Palda, and  
A. Tansu Barker  
*Toward a Mature Marketing Concept*  
Winter 1987, Vol. 28, No. 2, pp. 45-51

Samuelson, Susan  
*The Entrepreneurial In-House Lawyer*  
Winter 1987, Vol. 28, No. 2, pp. 59-64

Schuster, Michael  
*Gain Sharing: Do It Right the First Time*  
Winter 1987, Vol. 28, No. 2, pp. 17-25

Shea, Gregory P. and Richard A. Guzzo  
*Group Effectiveness: What Really Matters?*  
Spring 1987, Vol. 28, No. 3, pp. 25-31

Slavich, Denis M.  
*Grassroots Privatization—The Management  
Challenge*  
Spring 1987, Vol. 28, No. 3, pp. 55-61

Sullivan, Cornelius H., Jr., and John R. Smart  
*Planning for Information Networks*  
Winter 1987, Vol. 28, No. 2, pp. 39-44

Tidwell, Gary L.  
*Here's a Tip—Know the Rules of Insider Trading*  
Summer 1987, Vol. 28, No. 4, pp. 93-98

Ziemke, M. Carl and James K. McCollum  
*A Message to Detroit—Bridge the Gap in  
Mechanical Innovation*  
Spring 1987, Vol. 28, No. 3, pp. 49-54

## Index by Subject

**Business Ethics and Public Policy**  
*Here's a Tip—Know the Rules of Insider Trading*  
Gary L. Tidwell  
Summer 1987, Vol. 28, No. 4, pp. 93-98

**Corporate Strategy**  
*Acquisitions—Myths and Reality*

Philippe C. Haspeslagh and David B. Jemison  
Winter 1987, Vol. 28, No. 2, pp. 53-58

*Building Effective Intelligence Systems for  
Competitive Advantage*  
Sumantra Ghoshal and Seok Ki Kim  
Fall 1986, Vol. 28, No. 1, pp. 49-58

*Grassroots Privatization—The Management  
Challenge*  
Denis M. Slavich  
Spring 1987, Vol. 28, No. 3, pp. 55-61

*How Service Needs Influence Product Strategy*  
Milind M. Lele  
Fall 1986, Vol. 28, No. 1, pp. 63-70

*How to Recognize—and Avoid—Organizational  
Decline*  
Peter Lorange and Robert T. Nelson  
Spring 1987, Vol. 28, No. 3, pp. 41-48

*Justifying New Manufacturing Systems: A  
Managerial Approach*  
Jack R. Meredith and Marianne M. Hill  
Summer 1987, Vol. 28, No. 4, pp. 49-61

*Managing across Borders: New Strategic  
Requirements*  
Christopher A. Bartlett and Sumantra Ghoshal  
Summer 1987, Vol. 28, No. 4, pp. 7-17

*Selecting Competitive Tactics: Try a Strategy Map*  
Terence A. Oliva, Diana L. Day, and  
Wayne S. DeSarbo  
Spring 1987, Vol. 28, No. 3, pp. 5-15

*The Strategic Importance of Managing Myopia*  
Lawrence G. Hrebiniak and William F. Joyce  
Fall 1986, Vol. 28, No. 1, pp. 5-14

*Strategies for Capacity Expansion*  
Marvin B. Lieberman  
Summer 1987, Vol. 28, No. 4, pp. 19-27

*What Business Are We Really In? The Question  
Revisited*  
William G. McGowan  
Fall 1986, Vol. 28, No. 1, pp. 59-62

**Financial Management**  
*Hunting the Stock Market Snark*

O. Maurice Joy  
Spring 1987, Vol. 28, No. 3, pp. 17-24

*Acquisitions—Myths and Reality*

Philippe C. Haspeslagh and David B. Jemison  
Winter 1987, Vol. 28, No. 2, pp. 53-58

**Human Resource Management and Industrial Relations**

*Can Subordinate Appraisals Enhance Managerial Productivity?*

H. John Bernardin and Richard W. Beatty  
Summer 1987, Vol. 28, No. 4, pp. 63-73

*Changing Everything All at Once: Work Life and Technological Change*

Jeffrey K. Liker, David B. Roitman, and Ethel Roskies  
Summer 1987, Vol. 28, No. 4, pp. 29-47

*Gain Sharing: Do It Right the First Time*

Michael Schuster  
Winter 1987, Vol. 28, No. 2, pp. 17-25

*Group Effectiveness: What Really Matters?*

Gregory P. Shea and Richard A. Guzzo  
Spring 1987, Vol. 28, No. 3, pp. 25-31

**International Business**

*Competition and the Management of Host Government Intervention*

W. Chan Kim  
Spring 1987, Vol. 28, No. 3, pp. 33-39

*Grassroots Privatization—The Management Challenge*

Denis M. Slavich  
Spring 1987, Vol. 28, No. 3, pp. 55-61

*Managing across Borders: New Strategic Requirements*

Christopher A. Bartlett and Sumantra Ghoshal  
Summer 1987, Vol. 28, No. 4, pp. 7-17

**Leadership and Organization Studies**

*Group Effectiveness: What Really Matters?*

Gregory P. Shea and Richard A. Guzzo  
Spring 1987, Vol. 28, No. 3, pp. 25-31

*The Hidden Side of Organizational Leadership*

Louis B. Barnes and Mark P. Kriger  
Fall 1986, Vol. 28, No. 1, pp. 15-25

*How to Recognize—and Avoid—Organizational Decline*

Peter Lorange and Robert T. Nelson  
Spring 1987, Vol. 28, No. 3, pp. 41-48

*The Strategic Importance of Managing Myopia*

Lawrence G. Hrebiniak and William F. Joyce  
Fall 1986, Vol. 28, No. 1, pp. 5-14

**Management Information Systems**

*The Changing Value of Communications Technology*

Michael Hammer and Glenn E. Mangurian  
Winter 1987, Vol. 28, No. 2, pp. 65-71

*Planning for Information Networks*

Cornelius H. Sullivan, Jr., and John R. Smart  
Winter 1987, Vol. 28, No. 2, pp. 39-44

*Utilizing Information Technology: Guidelines for Managers*

Henry C. Lucas, Jr.  
Fall 1986, Vol. 28, No. 1, pp. 39-47

**Management of Technology and Innovation**

*Changing Everything All at Once: Work Life and Technological Change*

Jeffrey K. Liker, David B. Roitman, and Ethel Roskies  
Summer 1987, Vol. 28, No. 4, pp. 29-47

*The Changing Value of Communications Technology*

Michael Hammer and Glenn E. Mangurian  
Winter 1987, Vol. 28, No. 2, pp. 65-71

*Justifying New Manufacturing Systems: A Managerial Approach*

Jack R. Meredith and Marianne M. Hill  
Summer 1987, Vol. 28, No. 4, pp. 49-61

*A Message to Detroit—Bridge the Gap in Mechanical Innovation*

M. Carl Ziemke and James K. McCollum  
Spring 1987, Vol. 28, No. 3, pp. 49-54

*Planning for Information Networks*

Cornelius H. Sullivan, Jr., and John R. Smart  
Winter 1987, Vol. 28, No. 2, pp. 39-44

*Utilizing Information Technology: Guidelines for Managers*

Sloan  
Management  
Review

87

Fall 1987

Index

88

Volume 28

Henry C. Lucas, Jr.  
Fall 1986, Vol. 28, No. 1, pp. 39-47

*Whitber the IT Organization?*  
Antoinette La Belle and H. Edward Nyce  
Summer 1987, Vol. 28, No. 4, pp. 75-85

*The Witbering Away of the IS Organization*  
John Dearden  
Summer 1987, Vol. 28, No. 4, pp. 87-91

**Marketing**  
*Benefits of a Marketing Budgeting Model: Two Case Studies*  
Cornelis A. de Kluyver and Edgar A. Pessemier  
Fall 1986, Vol. 28, No. 1, pp. 27-38

*How Service Needs Influence Product Strategy*  
Milind M. Lele  
Fall 1986, Vol. 28, No. 1, pp. 63-70

*Modeling the Choice to Automate*  
John U. Farley, Barbara Kahn,  
Donald R. Lehmann, and William L. Moore  
Winter 1987, Vol. 28, No. 2, pp. 5-15

*New Coke's Fizzle—Lessons for the Rest of Us*  
Betsy D. Gelb and Gabriel M. Gelb  
Fall 1986, Vol. 28, No. 1, pp. 71-76

*Opportunities and Risks of Durable Goods Promotion*  
John A. Quelch, Scott A. Neslin, and  
Lois B. Olson  
Winter 1987, Vol. 28, No. 2, pp. 27-38

*Toward a Mature Marketing Concept*  
A. Coskun Samli, Kristian Palda, and  
A. Tansu Barker  
Winter 1987, Vol. 28, No. 2, pp. 45-51

**Operations Management and Research**  
*A Message to Detroit—Bridge the Gap in Mechanical Innovation*  
M. Carl Ziemke and James K. McCollum  
Spring 1987, Vol. 28, No. 3, pp. 49-54

*Justifying New Manufacturing Systems: A Managerial Approach*  
Jack R. Meredith and Marianne M. Hill  
Summer 1987, Vol. 28, No. 4, pp. 49-61

*Modeling the Choice to Automate*  
John U. Farley, Barbara Kahn,  
Donald R. Lehmann, and William L. Moore  
Winter 1987, Vol. 28, No. 2, pp. 5-15

**Planning and Control Systems**  
*The Strategic Importance of Managing Myopia*  
Lawrence G. Hrebiniak and William F. Joyce  
Fall 1986, Vol. 28, No. 1, pp. 5-14

**Service Sector Management**  
*The Entrepreneurial In-House Lawyer*  
Susan Samuelson  
Winter 1987, Vol. 28, No. 2, pp. 59-64

*How Service Needs Influence Product Strategy*  
Milind M. Lele  
Fall 1986, Vol. 28, No. 1, pp. 63-70

■

